

To The Evaluator: thank you for agreeing to assess proposals to the Reduced Gravity Museum Flight Opportunities Program. Please read the Outreach Plan proposed by the team and give us your evaluation, based on the questions and points below.

Thank you,
Ginger Gross

Outreach Evaluation

NASA HQ has established a number of criteria for exemplary NASA education programs (Customer Focus, NASA Content, Diversity, Pipeline, Evaluation Process and Partnerships), so many of our evaluation questions are drawn from those criteria.

Question 1 – How coherent is the outreach plan? (15 pts)

A plan is an organized way to achieve a specific objective. Random activities, even *good* random activities do not constitute a plan. If a team's "outreach plan" is simply a collection of visits and/or presentations with no apparent direction or purpose, their outreach efforts will never accomplish the good that they could.

An outreach plan should have two major components:

- The PLAN – a description of the museum or science center's objectives and goals; activities planned for 2005, where and when the activities will take place; and
- The ACTIVITIES – what will the museum do to draw in the public and involve school-aged groups? What materials or medium will they use? To what materials will they refer? What are the main points to be made?

You will probably see different objectives for different audiences. For example, a team's objective for presenting to the AIAA would probably be to communicate scientific findings; their objective for meeting with the Rotary Club would probably be different. All objectives, though, should be backed up by a set of planned activities which will allow the target audience to reach the objective. That is, an objective to "get kids interested in science"¹ had better be backed up by a plan and set of activities which, at the end, "gets kids interested in science".

Evaluator Questions:

1.	Has the team defined the objective(s) for their outreach plan?	Exc ²	Good	NW	Unr
2.	Has the team defined the audience(s) for their outreach plan?	Exc	Good	NW	Unr

¹ I am being humorous here – an objective to "get kids interested in science" is much too vague to be of any real value in this program. Please define your objectives carefully, for your plans must guide the attendees to reach them.

² The categories are: Excellent, Good, Needs Work and Unresponsive

3.	Are the plans appropriate for the audience(s) defined?	Exc	Good	NW	Unr
4.	Are the plans appropriate for the objective(s) desired?	Exc	Good	NW	Unr
5.	Have they identified their outreach milestones?	Exc	Good	NW	Unr
6.	Are these plans backed up by anything? i.e., Are there letters of agreement between the team and any of the planned event coordinators?	Exc	Good	NW	Unr

Any comments?

In this area, this team receives _____ points (out of a possible 15).

Question 2 – What will the outreach events or outreach materials look like? (15)

This experience should impact the community to which the museum belongs in a way that promotes understanding of science principles and interest by young people in fields related to science, technology, engineering, and mathematics. Means of doing this may vary greatly, but it's important to have specific ideas in place and to communicate them clearly in the proposal.

Evaluator Questions for Outreach Materials and/or Team Emphases:

1.	Team will provide educational content which is scientifically accurate, age and grade level appropriate	Exc	Good	NW	Unr
2.	Will provide elementary and secondary students with compelling experiences which motivate and inspire	Exc	Good	NW	Unr
3.	Will promote careers in science, mathematics, engineering and technology	Exc	Good	NW	Unr
4.	Topics are space-related and accurately and effectively represent NASA missions, programs and projects	Exc	Good	NW	Unr
5.	Designed to motivate students and others in the community to participate in NASA-related programs and science methodology	Exc	Good	NW	Unr
6.	Supports "...partnerships with state colleges, universities and community colleges and school districts, with the goal of strengthening K-12 math and science education...." (No Child Left Behind Act 2002)	Exc	Good	NW	Unr
7.	Team has agreed to document its efforts using the NASA evaluation system (NEEIS).	Exc	Good	NW	Unr

Any other novel or interesting things mentioned?

In this area, this team receives _____ points (out of a possible 15).

Question 3 – Outreach and partnerships with Underrepresented Populations (10)

Since diversity is an important goal for our educational programs, we strongly encourage all flying teams to include or work with minority serving institutions and organizations in their outreach plans.

1.	Is the team reaching out to underrepresented populations to interest them in science, math, engineering and technology?	Exc	Good	NW	Unr
2.	Are partnership agreements drawn up with organizations or institutions which call for student (K-12) involvement in the project?	Exc	Good	NW	Unr

Any comments?

In this area, this team receives _____ points (out of a possible 10).

SUMMARY Comments

What strengths do you see in this plan?

What weaknesses do you see in this plan? Are any of the weaknesses show-stoppers (that is, weaknesses so prominent that the proposal should not be accepted until/unless they are addressed)?

Are there any other comments that you would like us to communicate to the team?